

Damion Robinson

Graphics & Media Design
London UK.

Hydraulic Fracturing

A Government Educational Program

Hydraulic Fracturing (Fracking) is a process of extracting gas from shale rocks deep beneath the Earth. The purpose of this campaign was to communicate the good and bad aspect of Hydraulic Fracturing.

Solution

This was designed to be an activist campaign, supporting the “idea” of Hydraulic Fracturing. However, as a process we believe that it causes more harm than good to local communities. The notion within the campaign is designed to be tender and yet; aggressive simultaneously, by which the colours, type and images shared a contrasting relation between each other; therefore, creating a consistant tone of voice.





T shirts



Brochures

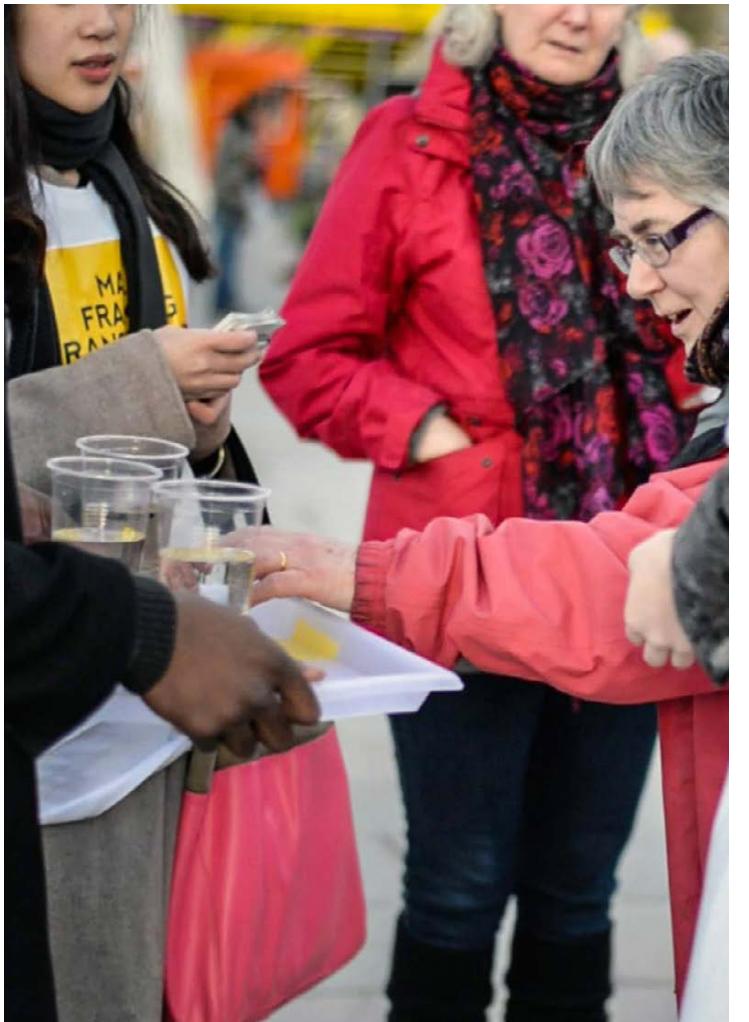


Banners



Posters





Exhibition design

Hubble Space Telescope 25th Anniversary

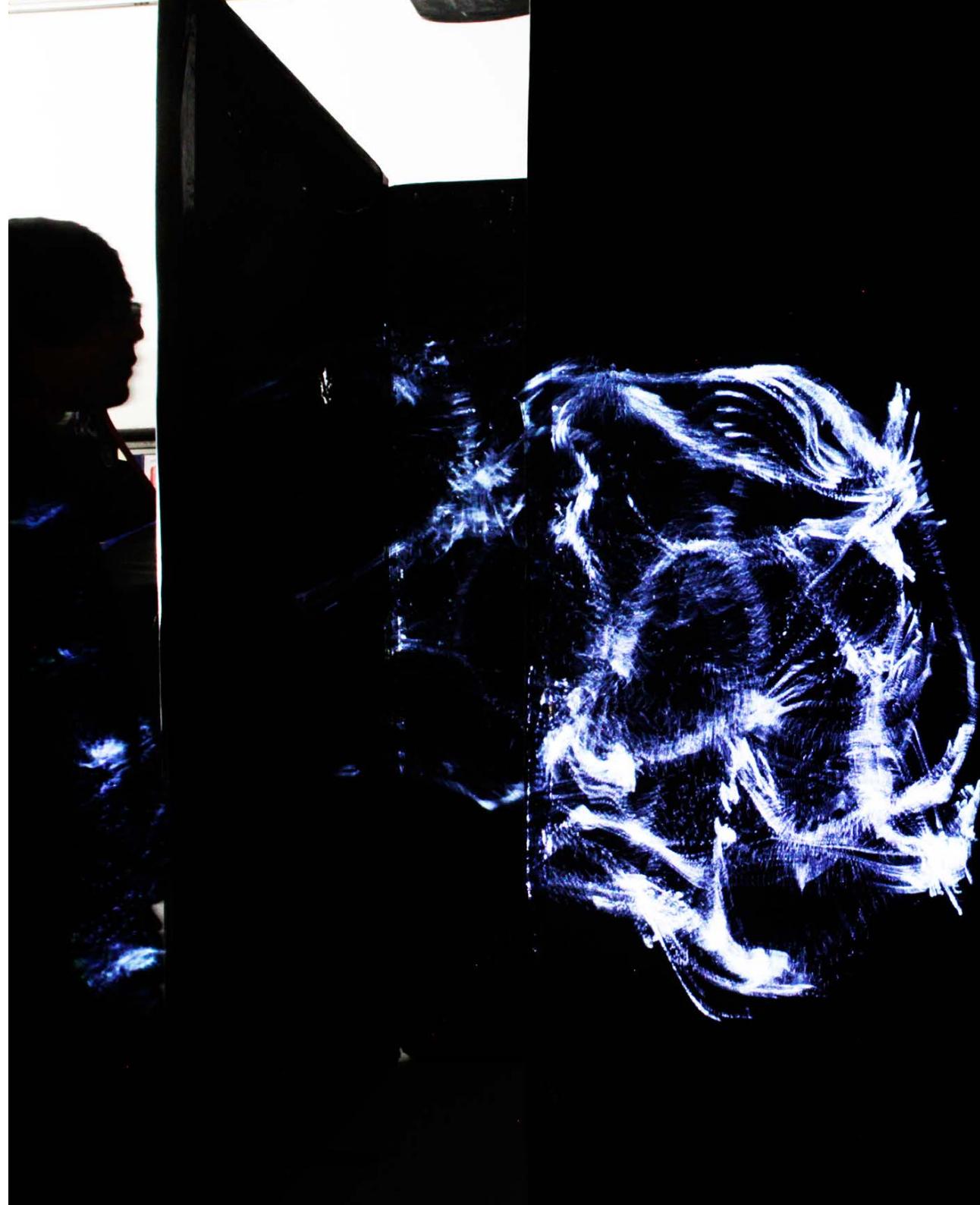
The Hubble exhibition is a design in celebration of Hubble's 25th anniversary since launched. It was designed, focusing on a recent event that occurred on the 11th of December 2015.

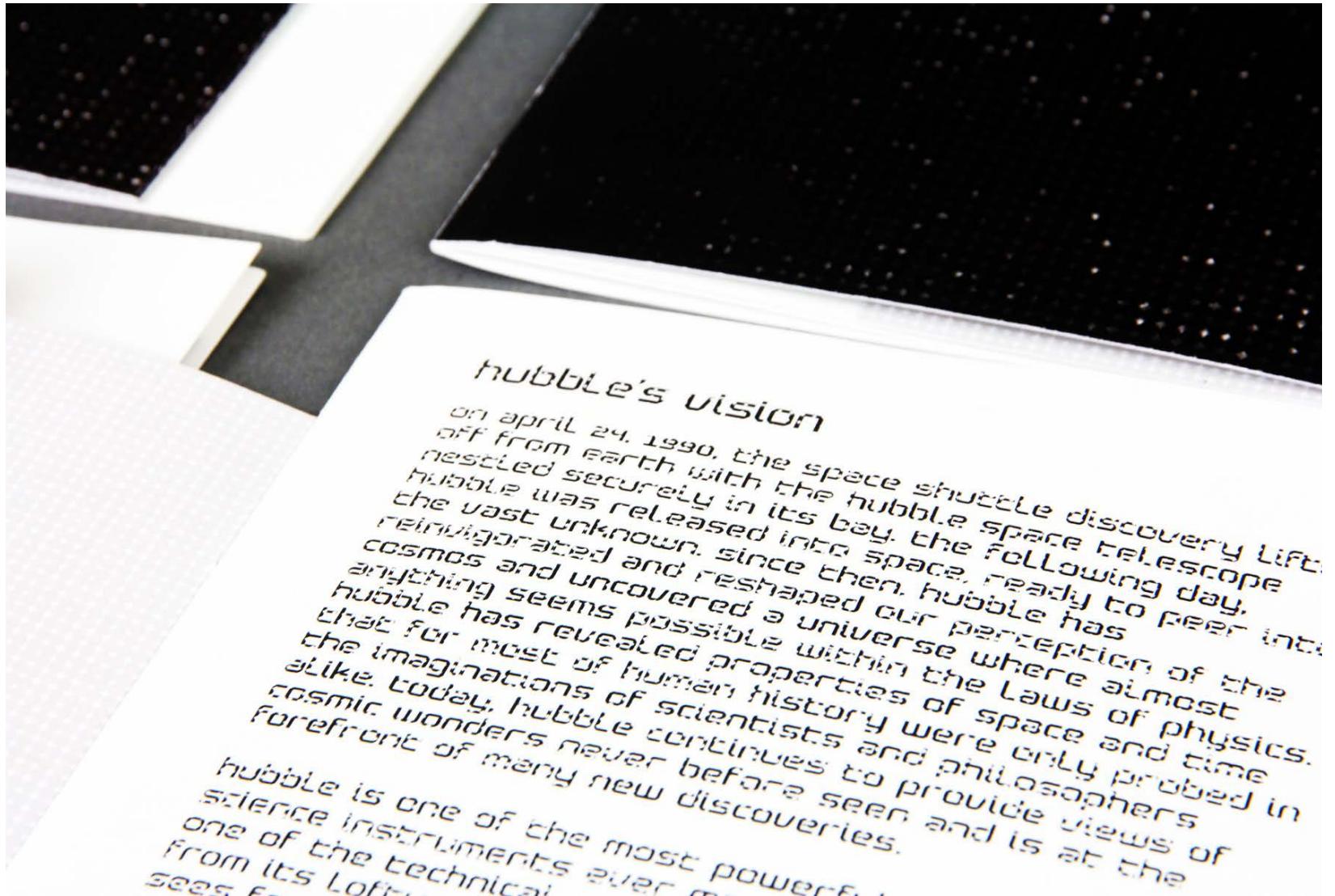
The Brief

The challenge of the brief that I wrote, was to designed and utilised all written information relating to this particular event; due to the fact that there are no available high resolution images released by NASA.

Solutions

The solution created was to designed a linear journey, wherein multiple interactive environments demonstrates the notion relating to the event. The environments were coded using processing, additionally, there were designed posters, booklets with an insert depicting the appearance of a supernova that caused the event. I had also designed a modular typeface to compliment the optical illusions within the environments, this was to supported and strengthen the relationship between all graphic elements.

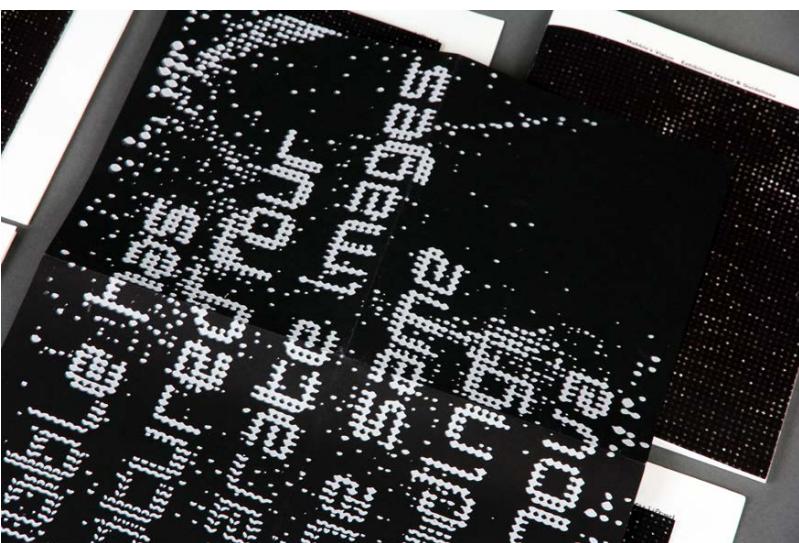
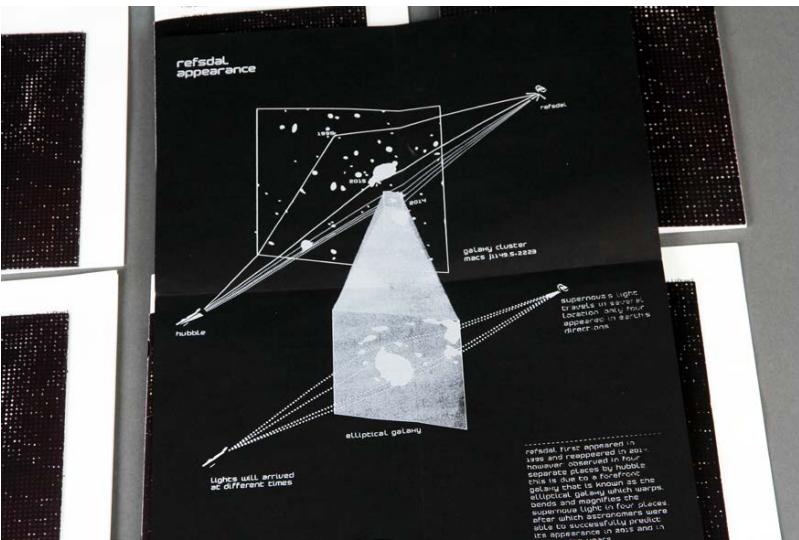


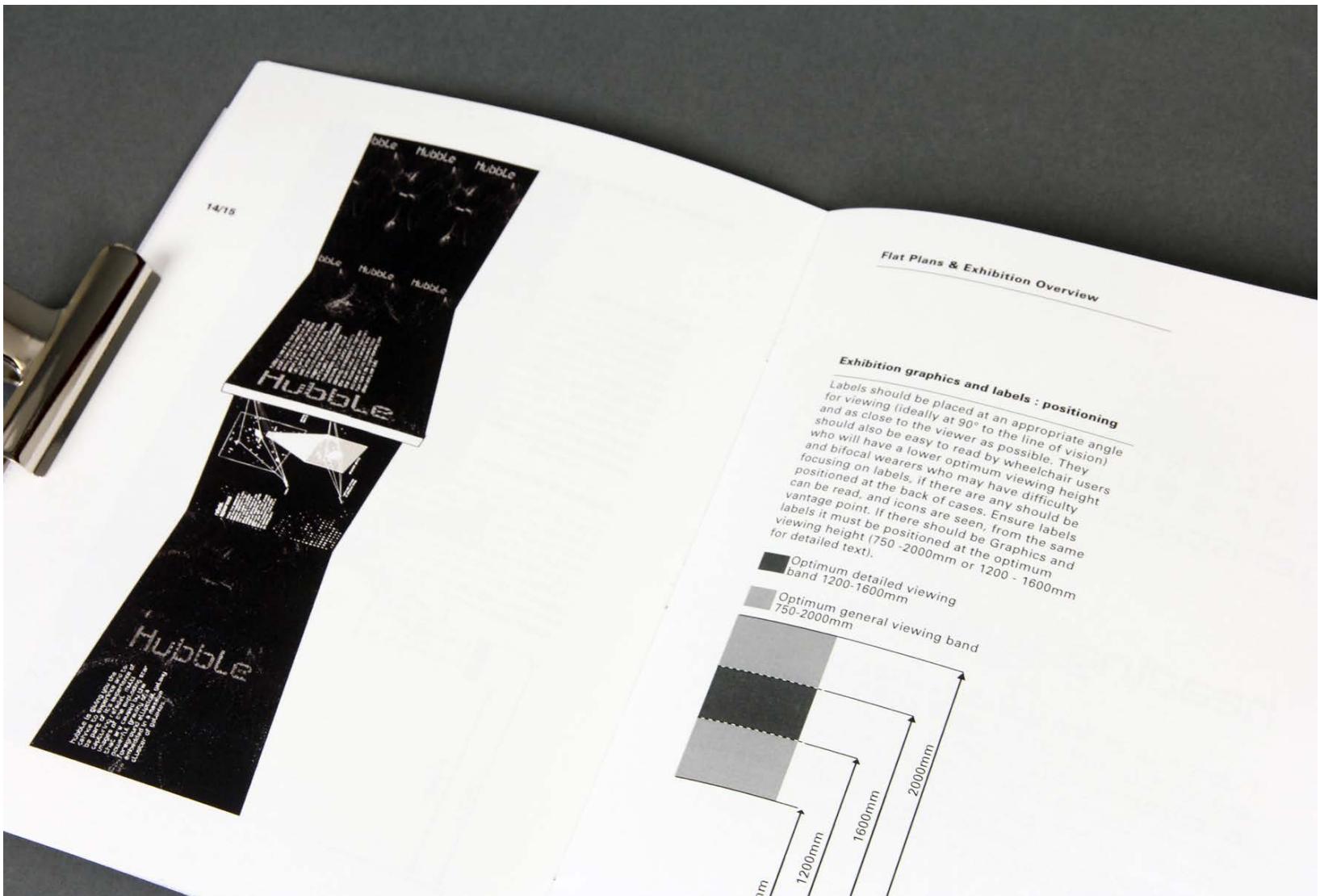
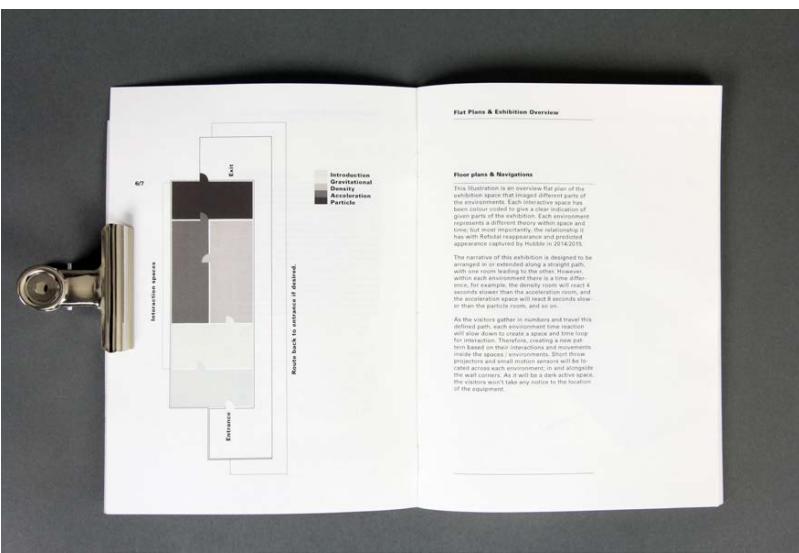
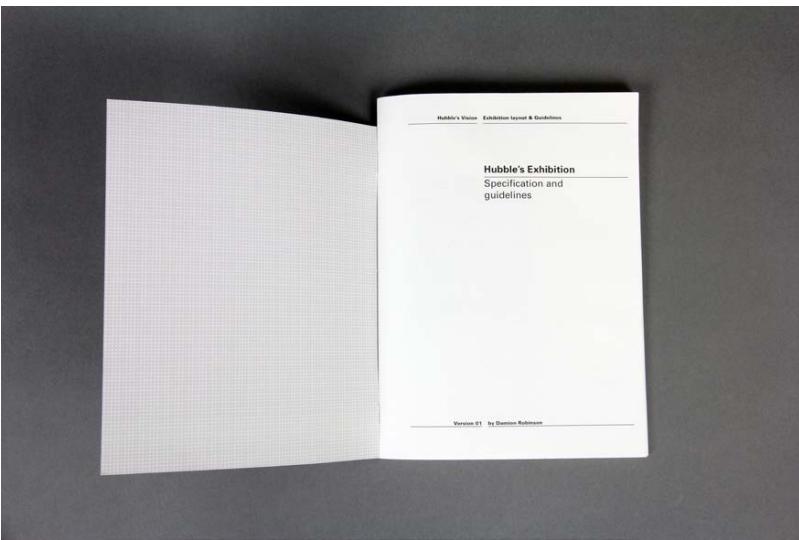


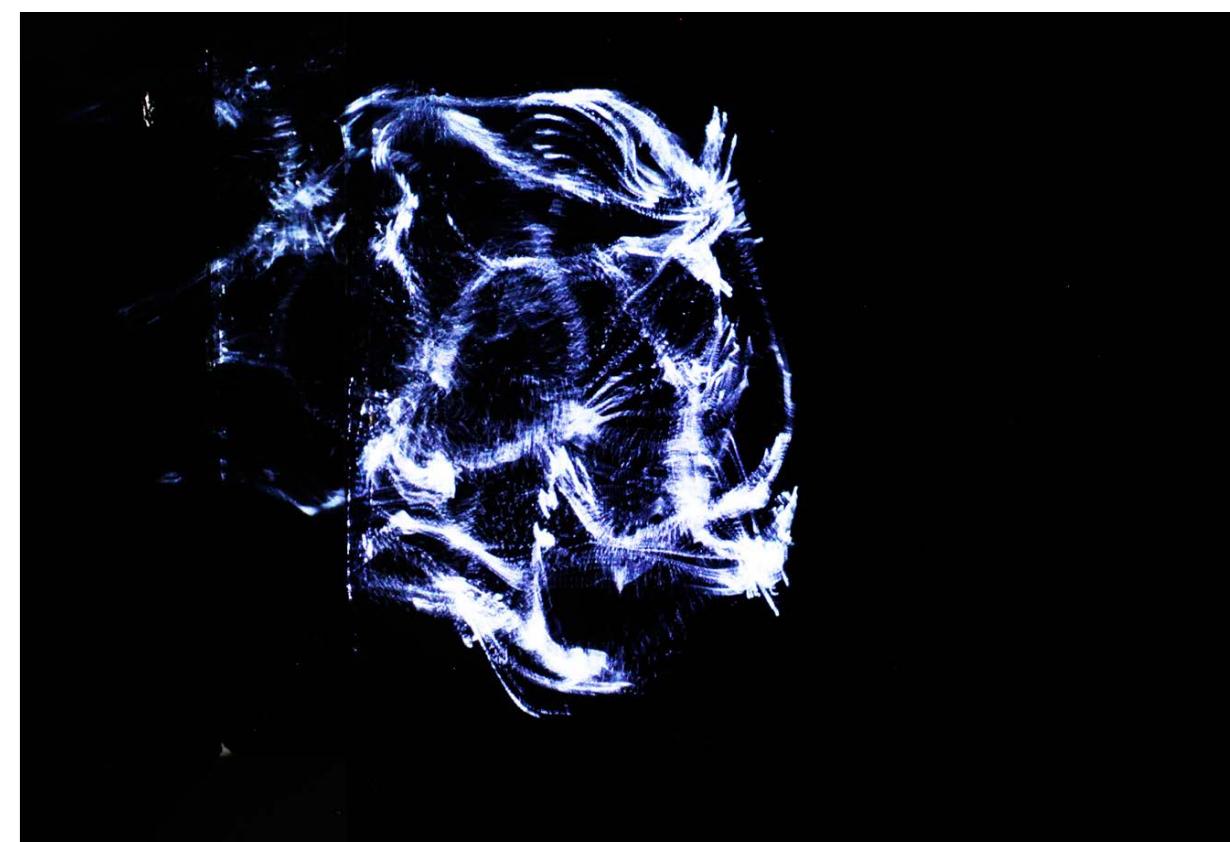
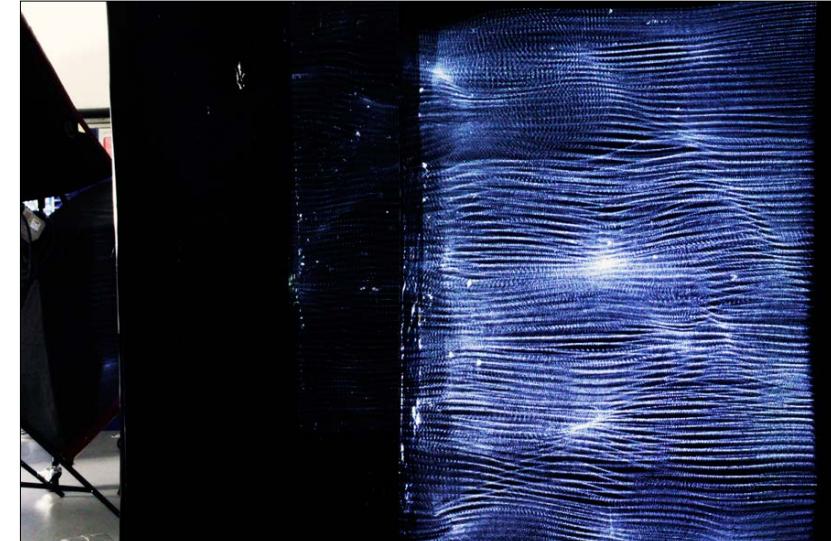
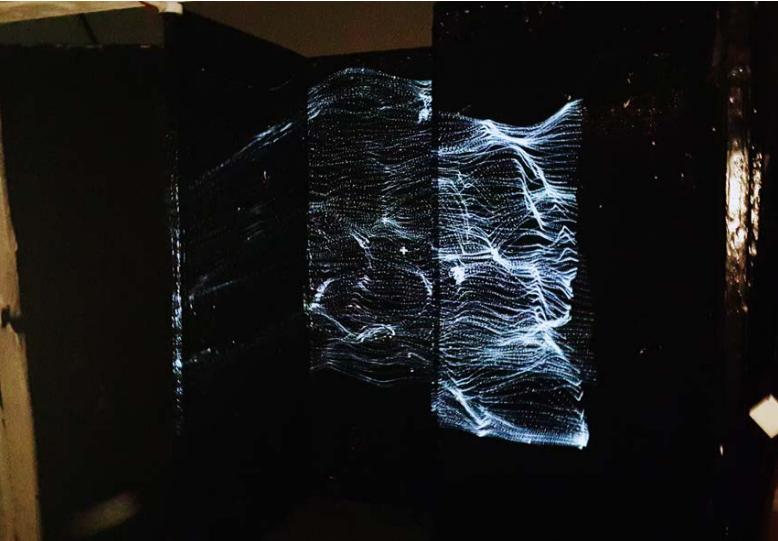
hubble's vision

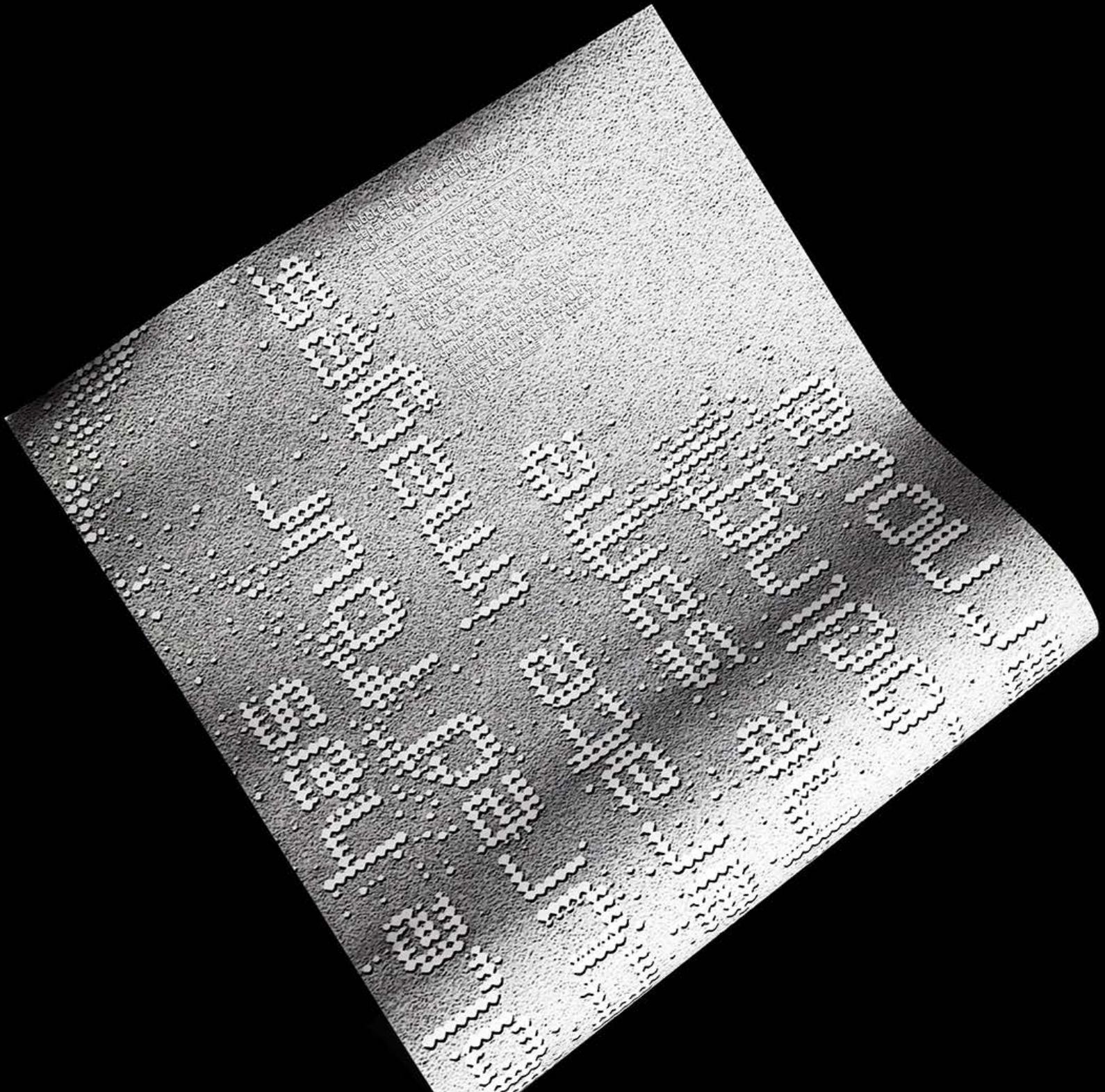
on april 24, 1990, the space shuttle discovery lifted off from earth with the hubble space telescope, nestled securely in its bay. the following day, hubble was released into space, ready to peer into the vast unknown. since then, hubble has reinvigorated and reshaped our perception of the cosmos and uncovered a universe where almost anything seems possible. properties of space and time that for most of human history were only probed in the imaginations of scientists and philosophers alike. today, hubble continues to provide views of cosmic wonders never before seen and is at the forefront of many new discoveries.

hubble is one of the most powerful science instruments ever made, one of the technical sees p.









Branding / Identity

Create and design an identity for eight cities.

Cultural Identity Crisis is a branding and identity, made to represent the cultural diversity of art and design located in eight cities across the UK. This brand aims to communicate that diversity in multiple ways; using shapes, colours and imagery based on the art and design sceneries within the cities.





ART & DESIGN SCENE

DESIGN & LINES

FRAME BIRMINGHAM

The first Victorian terracotta
Work Building, Victoria
Street, Birmingham, England.

01 - 29 AUGUST 2016.

LIVE EVENTS / INTERACTIVE WORKSHOPS / EXHIBITIONS /

ART & DESIGN

CULTURAL SCENE

INDUSTRIAL LEADERS / SPEAKERS / PRACTITIONERS & RESPECTED ARTISTS

Harry Pierce
Edward Barber
Neville Brody
Eddie Opara
Paula Scher
Michael Bierut
Thomas Heatherwick
Sophy Bristol
Jacqueline Casey
Peter Saville
Derek Birdsall
Ruth Ansel
Massimo Vignelli
Herbert Matter
David Stanley
Alvin Lustig
Lillian Bassman
Cipe Pineles
George Lois
Julia Lohmann
Herb Lubalin
Timorous Beagles
Lucienne Day
Karin Sander Hayon
Linda Andersson
Jaime Hayon
Gordon Gekko Reg
Christian Furr

Guest speakers / Designers

Jo Lewis Peter Rodulfo
Nenad Zilic
Susan Mulley Bennett

ALL ABOUT DESIGN

19-25 August 5PM/
Eddie Opera; Harry Pierce; Lillian Bassman & George Lois- PANEL DISCUSSION

Come and discuss with our leading practitioners the intersection of art and design and the entanglement of the two on our creative spectrum.

29 August 5pm/

Sophy Bristol; Massimo Vignelli; Cipe Pineless; Juilli Lohmann & Timorous Beagles

These panlist will discuss the natural ability to manipulate colour and form combined with a sensitive approach to translating human emotion on to a two-dimensional picture plane, results in some enthralling and optimistic figurative paintings & designs of animated human activity.

ALL ABOUT ART

25-30 August 5PM/
David Stanley; Neville Brody; Paula Scher; Ruth Ansel- PANEL DISCUSSION

When a new way of working comes along it creates new categories of products, new ways of selling them, and new words to describe them. It has been generally accepted that design art generates a small number of high concept objects which some does have nothing to do with being functional. It can be questioned whether this is just 'new' design, a start of a new movement, a fashion fad, or simply art.

25-30 August 5PM/

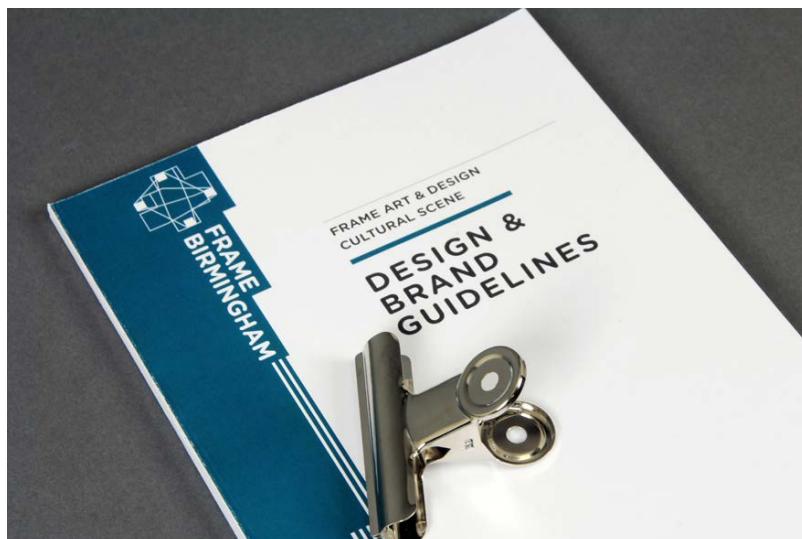
Jo Lewis Peter Rodulfo; Nenad Zilic; Susan Mullet Bennett- PANEL DISCUSSION

Final summary of our first venue, with our guest speakers;

FRAMES BIRMINGHAM

First 1000 visitors receive
Work Building, Victoria
Street, Birmingham, England.

01 - 29 AUGUST 2016.



Frame Identity and brand guidelines
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EVERYONE NEEDS SOME SPACE IN THEIR LIVES THAT'S HOW WE GROW.

It is important to keep frame identity marks clear of any other graphic elements. To control this, an exclusion zone has been established around the brand mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark of the symbol itself and the typography - they have a fixed relationship that should never be changed in any way what so ever.

CLEARSPACE
Full Logo / Clear Space calculation

- 1) The Logo Height/Clear Space:
To ensure the integrity and legibility of the logo lock-ups, the area directly surrounding them should be protected.
- 2) The Logo symbols:
When the logo-type or full name is used, no matter the scale it's in, divide the height of the logo symbol by 5.79 to man the clear space around.
- 3) The Logo /logotype:
In rare circumstances where 5.79 clear zone isn't available to protect the logo, use the second option of 50% space. Example: $5.79 / 44 = 1.31$, $50\% = 3.73$
- 4) The Grid System:
All logos are build within a 4 by 4 grid to maintain height and width dimensions. If and when shape is rotated to match the mapping of the geographical location.

ALTERNATIVE SHAPES AND FORMATIONS

The series of logos below are form within a 4 by 4 grid system and build to maintain the size and movements of the logo symbols; each of these symbols represents a different facilities that push the boundaries of Art & Design as previously mentioned (p6). So, following these systems are key to maintaining a strong brand language.

LOGO A	LOGO B	LOGO C	LOGO D
Birmingham	Manchester	Portsmouth	Sheffield

LOGO E	LOGO F	LOGO G	LOGO H
Nottingham	Cardiff	Edinburgh	Bristol

INCORRECT LOGO APPLICATIONS

The rules are very simple; stick to them and we will be fine. Therefore don't alter any elements of the logo, in any shape or form. This would be applied to every other cities within FRAME's brand.

- 1) Do not place the logo type to align with logo symbol.
- 2) Do not move or expand to make logo symbol bigger or smaller than so ever.
- 3) Do not align or refine the logo-type in anyway shape, form & spaces.
- 4) One of the most important rule don't ever invert logo symbol or make outlines of logo symbols.

DON'T YOU DARE!



Critical Mass News

Green Week Newspaper

Critical Mass was built and designed around student's stories; young people who felt the need to express their concern about the issues they face and subjects they feel strongly about. Additionally, these concerns are related to their surroundings and potentially everyone else. It was published and distributed throughout the five UAL campuses and various areas within Central London. A maximum of two thousand copy was printed and distributed.





Brand / Identity

Healthsry Hemodialysis Treatment In China

The motive of this project captured and framed the creation of the branding / identity of a specialist clinic based in china. This project was created by three additional designers. We had produced the stationeries and company's digital brand guideline for the in house team. My main role was to design all adverts/ banners and commercial related graphics.

Primary Colours

Pantone 7633 C
C25 M37 Y30 K0
R193 G161 B161
Hex c1a1a0

Pantone 5493 C
C51 M23 Y36 K0
R133 G168 B163
Hex 84a7a2

Primary Typeface

Lucida Bright Demibold
Lucida Bright Regular
Songti SC Bold
Songti SC Light



A5 BROCHURE LANDSCAPE

Dimensions

Width = 210mm
Height = 148mm
Gutter = 5mm
Bleed = 5mm



A4 POSTER PORTRAIT

Dimensions

Width = 210mm
Height = 297mm
Gutter = 5mm



ROLL-UP BANNER

Dimensions

Width = 990mm
Height = 2000mm
Gutter = 5mm



BILLBOARD

Dimensions

Width = 6000mm
Height = 3000mm
Gutter = 5mm
Bleed = 50mm



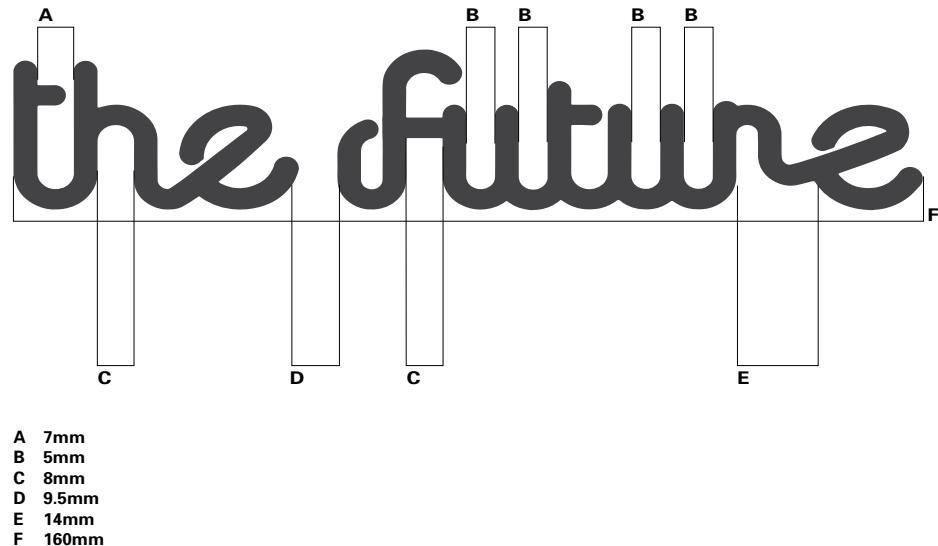
Identity & Information

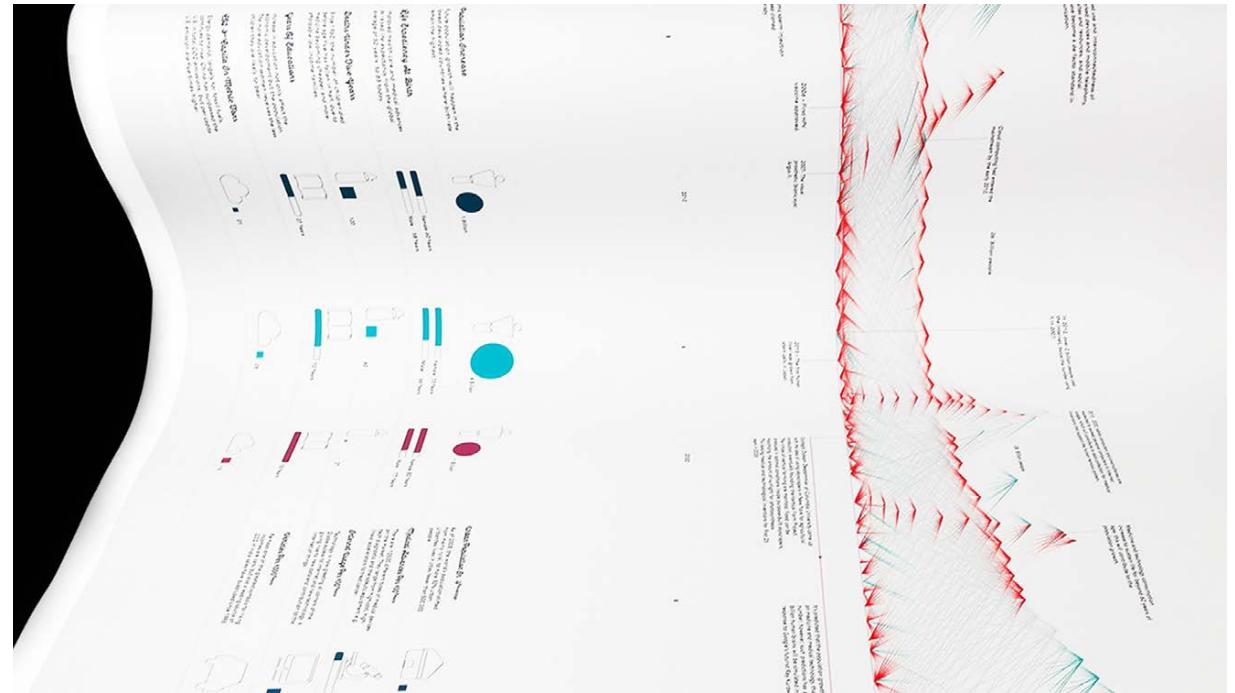
Design information for 2016 summit

The challenge of the brief was to design information and an identity for the upcoming summit, that depicts and discusses the "Six Critical Drivers of Global Change" as stated in Al Gore's book "The Future". This was to carefully illustrate the convergence of three chapters in the book.

Solution

The solution was to design a wall chart that demonstrates the interaction of only three selected drivers of change. Depicting the influence of one chapter onto the other. This notion was presented through a time-line... displaying the human population growth and the consumption of technology; but also how the increase in technology consumption affects medical advances, jobs loss and new emerging technologies. From the Gestalt theory and other influences, I hand drawn a logotype that works and compliments the information that was designed. In Addition to that, an identity guideline was produced for the summit.







The Identity & Colour Scheme

Primary Colours

PANTONE P 179-14 C			
C	100	R	00
M	073	G	54
Y	042	B	80
K	041		

PANTONE P 70-5 C			
C	26	R	182
M	81	G	089
Y	44	B	105
K	05		

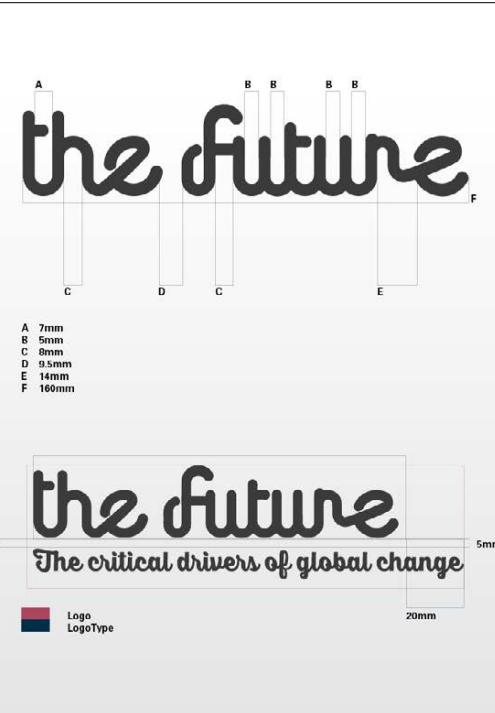
PANTONE P 179-14 C			
C	00	R	67
M	00	G	67
Y	00	B	69
K	89		

Secondary Colours

PANTONE P 179-6 C			
C	000	R	167
M	000	G	169
Y	000	B	172
K	040		

PANTONE P 70-5 C			
C	10	R	219
M	98	G	165
Y	89	B	164
K	00		

PANTONE P 179-14 C			
C	100	R	67
M	000	G	67
Y	040	B	69
K	000		



Signage & negotiations



Damion Robinson

Thank you!

Scroll for CV



CONTACT

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07804832523

CLIENTS

DORLING KINDERSLEY
TECH MIX MAGAZINE
UNIVERSITY OF THE ARTS LONDON
NEWSTATEMAN
TG TRADING
V&A MUSEUM
RISE & GRID APPAREL
SYLVIA BAKERY
PLEASANT BAKERY

SKILL SETS

SET 01 - THEORY

Grid & Layout
Typography
Colour Theory
Image Editing
Interface Design
Creative Thinking
Verbal Communication
Visual Communication
Analytical / Critical Thinking
Print & Layout Design
Photography
Networking
Social Media Marketing

SET 01 - TECHNICAL

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Lightroom
Sketch / Zeplin
Adobe Dreamweaver
IntelliJ IDEA
Brackets / Code-Kit
HTML / CSS
Microsoft Word
Microsoft Powerpoint
Microsoft Excel

SET 03 - PERSONAL

Friendly & Approachable
Able to work in a team
Practice attention to detail
Open for suggestion
Willingness to learn new skills
Organised & Professional

EDUCATION

SEPTEMBER 2012 - JUNE 2016

BA (Hons) Graphic and Media Design / Diploma in Professional Studies
University of the Arts London - London College of Communication

SEPTEMBER 2010 - JUNE 2012

BTEC- Diploma in professional Studies
ST. Francis XAVIER

SEPTEMBER 2006 - JUNE 2010

Addington High School

AWARDS & ACHIEVEMENT

EXHIBITIONS

UAL - Summer Degree Show
Ukadia - Raven Bourn University - With Grayson Perry
ST. Francis Xavier - Design Show

AWARDS

UAL Fund Trust
Print Future Awards
Peter Cunning Digital Award

EXPERIENCE

ASSISTANT TEACHER - LONDON COLLEGE OF COMMUNICATION

August 2015 - April 2016

During the academic terms, I was offered the opportunity to teach typography and graphic design as an assistant tutor on the summer programs; whilst being a mentor to incoming students and lower years. (My recent role was to design a program and to teach as an assistant tutor for the thesis / design groups of the year two students).

GRAPHIC DESIGNER/ TG TRADING

August 2015 - November 2015

Worked alongside three designer to create a brand / identity for a Hemodialysis Treatment Centre in China.

DORLING KINDERSLEY PUBLISHING / PENGUIN GROUP

September 2014 - July 2015

Worked with the "Knowledge" team to assist in the completion of book dummies for the London fair. Additionally, I was assigned to design and complete elements for the picture pedia-books. (Illustrations /icons & editorial design).

DESIGN INTERN/ NEWSTATEMAN

December 2014 - January 2015

Researching and creating political content for the magazine pages, being critical and analytical to each page. This position was held whilst working along side the editorial team.

CREATIVE DESIGNER / TECHMIX MAGAZINE

August 2014 - December 2014

Creating and editing content for clients, whilst presenting the companies ideas and philosophy. Researching into the current market and analysing new ways for revenue / income. (Designing Presentations / brochures and advertising graphic).

STUDENT AMBASSADOR / UNIVERSITY OF ARTS LONDON

September 2012 – November 2014

I became a Student Ambassador and joined the University's program where I undertook various roles, which included mentoring other students from the University and partner Colleges. Creating and working at events and managing public relation via good and approachable communication.

ASSISTANT/ BANK OF AMERICA

September 2010 - January 2011

Working with the child line help line and designing the community logo, I was given a chance to have an interview with the Bank of America. My role was simple, to work with the customers and cater to their needs, utilising my communication skills as a method of means.

ASSISTANT/ CHILD HELP FOUNDATION

January 2010 - July 2010

Trained and worked with the Child Help Line at the end of high school for couple of months. This taught me how to communicate to both young and old. My role was to work alongside other students my age, to bring better communication to the young ones who need advice and assistance.